

# **GUINNESS WORLD RECORD**

# **Breastfeeding Event**

**Sponsorship Opportunities**



**August 3, 2002**  
**Martin Luther King Jr. Park**  
**Berkeley, California**

# **2002 Guinness Book of World Records Breastfeeding Event**

## **SPONSOR DETAILS**

August 3, 2002

Martin Luther King Jr. Park in Berkeley

12:00pm – 4:00pm

### **Objectives:**

To raise breastfeeding awareness in the local, national and international community.

### **Primary Target Audience:**

Breastfeeding women and their families from around northern California.

*Note: The Farmer's Market will be going on adjacent to the event.*

### **Sponsorship Levels and Benefits:**

Companies and organizations have the opportunity to become a sponsor of the Guinness World Record Breastfeeding Event at the Presenting, Platinum, Gold, Silver Bronze, or Copper levels. Varying levels of benefits and a limited number of exhibit booths spaces are reserved exclusively for sponsors of the event. The City of Berkeley reserves the right to refuse participation of any organization.

Deadline to confirm sponsorship participation is 5pm on Friday July 5, 2002. For more information or to confirm your company's participation as a sponsor, please contact Ellen Sirbu at 510-981-5360/510-535-4417 or email

[ESirbu@ci.berkeley.ca.us](mailto:ESirbu@ci.berkeley.ca.us).

## PRESENTING SPONSOR

Commitment: \$10,000

The Presenting Sponsor is the joint sponsor of the 2002 Guinness Book of World Record Breastfeeding Event. This sponsor will have full coverage and access to participants via pre-event advertisement and onsite exhibit displays.

Benefits: Full visibility at the event

Company name and logo on printed collateral materials.

- Cover of program booklet
- Welcome banner
- Incentive gift item – name & logo prominently displayed

Sponsor recognition/link on CWA website

Opportunity for product giveaway/incentive gifts related to event theme.

Full page advertising space in program booklet.

Bonus space at prime location: three combined booths (each 10' x 10') with three (10' x 10') canopies, (6') tables and chairs. Permission to distribute products and promotional materials

Mention of corporate involvement in press releases.

Photo opportunity. A representative is invited to participate in a photo opportunity at the event.

## PLATINUM SPONSOR

Commitment: \$5,000

The Platinum Sponsor is the partnering sponsor of the 2002 Guinness Book World Record Breastfeeding event. This sponsor will have full coverage and access to participants via pre-event advertisement and onsite exhibit display.

Benefits:

Company name/logo on printed collateral materials

- Cover of conference program booklet
- Sponsor banner
- Incentive gift item

Opportunity for product giveaway incentive gifts related to event theme.

Half page advertising page in program booklet.

Double exhibit space at prime location: two combined booths (each 10' x 10') with two (10' x 10') canopies, (6') tables, and chairs. Permission to distribute products and promotional materials.

Photo opportunity. A representative is invited to participate in a photo opportunity at the event.

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**GOLD SPONSOR**  
Commitment: \$2,500

The Gold Sponsor is a major sponsor of the 2002 Guinness World Breastfeeding Event. This sponsor will have full coverage and access to participants via onsite exhibit display.

Benefits:

Company name/logo on printed collateral materials

- Sponsor banner
- Sponsor recognition page in program booklet
- Incentive gift item

Opportunity to giveaway/incentive gifts related to event theme

One-quarter page advertising space in program booklet.

Exhibit space at prime location. One (10' x 10') booth with (10' x 10') canopy and (6') table, with chairs. Permission to distribute products and promotional materials.

Photo opportunity. A representative is invited to participate in a photo opportunity at the event.

**SILVER SPONSOR**  
Commitment: \$1,000

The Silver Sponsor is a sponsor of the Guinness World Record Breastfeeding Event. This sponsor will have full coverage and access to participants via onsite exhibit display.

Benefits:

Company name/logo on printed collateral materials

- Sponsor banner
- Sponsor recognition page in program booklet
- Incentive gift item

Opportunity for giveaway/incentive gifts related to event theme

Exhibit space at prime location. One (10' x 10') booth and (6') table, with chairs. Permission to distribute products and promotional materials.

Photo opportunity. A representative is invited to participate in a photo opportunity at the event.

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## BRONZE SPONSOR

Commitment: \$500

The Bronze Sponsor is a contributor of the 2002 Guinness World Record Breastfeeding Event. This sponsor will have access to participants via onsite exhibit display.

### Benefits:

Company name only on printed collateral materials

- Sponsor recognition page in program booklet

Exhibit space at a preferred location. One (10' x 10') booth and (6') table with chairs. Permission to distribute products and promotional materials.

Photo opportunity. A representative is invited to participate in a photo opportunity at the event.

## COPPER SPONSOR

Commitment: \$200

The Copper Sponsor is a contributor of the 2002 Guinness World Record Breastfeeding Event. This sponsor will have access to participants via onsite exhibit display.

### Benefits:

Company name only on printed collateral materials

- Sponsor recognition page in program booklet

Exhibit space. One (10' x 10') booth and (6') table with chairs. Permission to distribute products and promotional materials.

Photo opportunity. A representative is invited to participate in a photo opportunity at the event.

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